

## ORDER



**Orders**  
**Order / Rev:** 707963  
**Alt Order #:** 06288020  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 173  
**Flight Dates:** 08/22/12 - 08/26/12  
**Original Date / Rev:** 08/20/12 / 08/20/12  
**Order Type:** Political

**WFMY-TV**  
**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	62	\$22,315.00	\$18,967.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	62	\$22,315.00	\$18,967.75	0.00
<b>Totals</b>	<b>62</b>	<b>\$22,315.00</b>	<b>\$18,967.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	08/22/12	08/24/12	M-F 6-8a Good Morning Show	CM	6-8a	-- 111--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 111--					3	\$175.00		0.00			
E 2	WFMY	08/22/12	08/24/12	CBS This Morning CBS This Morning	CM	8-10a	-- 111--	:30	3	\$90.00	P-2	0.00	NM	3	\$270.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 111--					3	\$90.00		0.00			
E 3	WFMY	08/22/12	08/24/12	M-F 10-11a Andy Griffith	CM	10-11a	-- 111--	:30	3	\$80.00	P-2	0.00	NM	3	\$240.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 111--					3	\$80.00		0.00			
E 4	WFMY	08/22/12	08/24/12	Price Is Right Price Is Right	CM	11a-12p	-- 222--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 222--					6	\$250.00		0.00			
E 5	WFMY	08/22/12	08/24/12	News2 at Noon News2 at Noon	CM	12-1230p	-- 222--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 222--					6	\$250.00		0.00			

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Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 173  
**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WFMY	08/22/12	08/24/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	-- 111--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--		3			\$350.00			0.00			
E 7	WFMY	08/22/12	08/24/12	M-F 2-3p The Talk	CM	2-3p	-- 111--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--		3			\$200.00			0.00			
E 8	WFMY	08/22/12	08/24/12	M-F 3-4p Let's Make a Deal	CM	3-4p	-- 111--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--		3			\$200.00			0.00			
E 9	WFMY	08/22/12	08/24/12	News 2 at 5 News 2 at 5	CM	5-530p	-- 111--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--		3			\$350.00			0.00			
E 10	WFMY	08/22/12	08/24/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	-- 111--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--		3			\$400.00			0.00			
E 11	WFMY	08/22/12	08/24/12	News 2 at 6 News 2 at 6	CM	6-630p	-- 111--	:30	3	\$575.00	P-2	0.00	NM	3	\$1,725.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--		3			\$575.00			0.00			
E 12	WFMY	08/22/12	08/24/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	-- 111--	:30	3	\$750.00	P-1	0.00	NM	3	\$2,250.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--		3			\$750.00			0.00			
E 13	WFMY	08/22/12	08/24/12	News 2 at 11 News 2 at 11	CM	11-1135p	-- 111--	:30	3	\$650.00	P-1	0.00	NM	3	\$1,950.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--		3			\$650.00			0.00			
E 14	WFMY	08/22/12	08/22/12	Wed Prime C CSI: Crime Scene Inv	CM	10-11p	-- W----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- W----		1			\$1,100.00			0.00			
E 15	WFMY	08/24/12	08/24/12	NFL Preseason on CBS NFL Preseason on CBS	CM	8-11:30p	---- F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	---- F--		1			\$1,200.00			0.00			
E 16	WFMY	08/25/12	08/25/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	----- S-	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S-		2			\$175.00			0.00			
E 17	WFMY	08/25/12	08/25/12	PGA Golf PGA Golf	CM	3-6p (3:00 PM-6:00 PM)	----- S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S-		1			\$750.00			0.00			
E 18	WFMY	08/25/12	08/25/12	News 2 at 6 Saturday News 2 at 6 Saturday	CM	6-630p	----- S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S-		1			\$200.00			0.00			

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 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 173  
**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	WFMY	08/25/12	08/25/12	PA (Sa) Sat Wheel/Jeopardy	CM	7-8p	-----S-	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		1				\$175.00		0.00			
E 20	WFMY	08/25/12	08/25/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		1				\$650.00		0.00			
E 21	WFMY	08/25/12	08/25/12	1205-105a Sat Criminal Minds	CM	1205-105a	-----S-	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		1				\$80.00		0.00			
E 22	WFMY	08/26/12	08/26/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		2				\$175.00		0.00			
E 23	WFMY	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		2				\$350.00		0.00			
E 24	WFMY	08/26/12	08/26/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$700.00		0.00			
E 25	WFMY	08/26/12	08/26/12	PGA Golf PGA Golf	CM	3-6p (3:00 PM-6:00 PM)	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$750.00		0.00			
E 26	WFMY	08/26/12	08/26/12	News 2 at 6 Sunday News 2 at 6 Sunday	CM	6-630p	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$200.00		0.00			
E 27	WFMY	08/26/12	08/26/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$650.00		0.00			
Totals														62	\$22,315.00